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Kansas SAFE KIDS Coalition

2004 Annual Report

Kansas SAFE KIDS Coalition, Inc., is a nonprofit organization composed of 65 statewide and regional organizations and businesses, five local coalitions, and 25 local chapters. The mission of the coalition is to protect Kansas children ages 0-14 from unintentional injury. Kansas SAFE KIDS is affiliated with the National SAFE KIDS Campaign and is a federally recognized tax-exempt organization. Kansas SAFE KIDS was named the National Coalition of the Year in 2004.

Funding from a variety of sources, including the Kansas Department of Health and Environment, State Farm, Emergency Medical Services for Children Program, Water Safety Congress, Safe Boating Council, United States Fire Administration, National SAFE KIDS Campaign, and General Motors, as well as considerable in-kind support from member organizations allowed the Coalition to implement the following programs:

SAFE KIDS BUCKLE UP: Kansas SAFE KIDS operated two Mobile Child Safety Seat Check Up Vans (one stationed in Lawrence and one in Wichita) to facilitate child safety seat education programs and check-up events in local communities. Since beginning the Mobile Van program in 2000, the vans have traveled over 45,000 miles to 470 community events at which 7,589 seats have been checked. An additional 18,972 seats have been checked at 613 local check-up events. Eight-three (83) permanent child passenger safety-fitting stations are also in operation around the state.

In addition to van events, the BUCKLE UP program focuses on providing child safety seats to low income families. In the last five years, 14,255 child safety seats and booster seats have been distributed to low-income families through the program. During 2004, Kansas SAFE KIDS also began a limited distribution of special needs car seats. A total of 12 seats were distributed.

Currently, 483 volunteer CPS Technicians (4-day training) and 20 volunteer CPS technician instructors have been nationally certified in our state. Kansas now has a trained technician in 83 of 105 counties.

Numerous Special events were implemented around the state in celebration of Child Passenger Safety Week in February.

During 2004, Kansas SAFE KIDS, in partnership with State Farm Insurance sponsored the first Bucks for Buckles Program. On Friday, Sept. 3, volunteers rewarded drivers and passengers who were "caught" properly restrained, with a dollar bill. The program was implemented in 17 Kansas communities where 7,000 "Bucks" were distributed. The BUCKLE UP program is a recipient of the Excellence in Accountability Award from the National SAFE KIDS Campaign and General Motors. The program has been credited with 21 lives saved in the past five years.

SAFE KIDS CYCLE SMART Program: During 2004 the coalition obtained two *Ready to Roll* bike rodeo kits from Bell Sports that were utilized at 18 community events around the state. The coalition also facilitated local bike safety programs in 86 communities and distributed low cost or free bicycle helmets to 5,269 youth. Local coalitions distributed an additional 500 helmets. Since the program's inception, a total of 79,273 helmets have been distributed to Kansas children – 66,989 by the Kansas SAFE KIDS Coalition and 12,284 by local coalitions. The CYCLE SMART program was the recipient of the National Bell Sportsmanship Award in 2000, 2001 and 2004 for outstanding work in the area of bicycle safety. The program has also received the Secretary's Award for Excellence, the highest award given to community health promotion programs by HHS. The CYCLE SMART program has been credited with 10 lives saved.

Body Walk Program: The coalition continued its partnership with the Kansas State Department of Education to sponsor Body Walk for K-5th grade students. During the Body Walk, students learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 105 schools throughout the state in 2004, reaching 27,892 students. Each participating school received two bike helmets to award as incentive prizes to students.

SAFE KIDS GET ALARMED Program: During 2004, the coalition distributed 911 smoke detectors and 256 Carbon Monoxide (CO) detectors through local programs in the state. A total of 12,629 smoke detectors and 936 CO detectors have been distributed since implementation of the program. The coalition completed a program with funding from the U.S. Fire Administration for development of a fire injury prevention program in Tonganoxie, Kan. The program is a recipient of the First Alert McLean Stevenson National Award for outstanding work in the area of fire safety. Local coalitions facilitated juvenile fire-setter prevention activities through the Y-FIRE program.

Emergency Response Training: The coalition operates a bilingual interactive 9-1-1 simulator, which helps children learn how to properly react during an emergency situation and how to properly use 9-1-1 in their area. In the last three years, more than 6,400 children and adults completed the simulation and education program at 46 community events.

SAFE KIDS Walk This Way: On Oct. 6, the coalition sponsored the sixth annual Walk Your Child to School Day in Kansas with a proclamation signed by Gov. Sebelius. Thirty-eight local community groups held events. Reflective shoelace tags were distributed to participating children. Since the program's inception, 76,862 children ages 5-9 have participated in the program.

SAFE KIDS Get In the Game!: The Kansas SAFE KIDS Coalition encouraged kids to "Splash Into Safety" during **SAFE KIDS WEEK 2004** - May 1-8. Special SAFE KIDS Stations were included at Kansas Kids Fitness and Safety Day Events held statewide on Friday, May 7. More than 17,000 third grade students and teachers attended events at 39 local sites across the state as well as flagship events at Cedar Crest (Governor's Residence) in Topeka and Fort Larned National Park. Students tested their safety skills in interactive relays which included "Stop, Drop & Roll," "Dial 9-1-1," "BEEP BEEP" (smoke detector test), and "Swim Safe" (life jackets). All participating students received the Splash Into Safety Water Safety Checklist for themselves and one for their parents. At Cedar Crest, Gov. Kathleen Sebelius and Coastie, a

robot in the form of a Coast Guard tugboat, greeted students. Coastie also presented a water safety message to participating children and led them in stretching exercises in preparation for the active day. Later in the week, local chapters and coalitions held safety fairs, school assemblies, bike rodeos and child passenger safety events. Kansas SAFE KIDS also provided 1,100 water bottles to be distributed by local chapters and Coalitions implementing dehydration prevention programs.

Local Activities: During 2004, six new communities were approved as local chapter affiliates of the Kansas SAFE KIDS Coalition: Allen, Meade, Republic, Smith, Woodson Counties and a Tri-County chapter covering Jefferson, Jackson and Atchison Counties. The Pottawatomie County Chapter expanded their efforts to cover Wabaunsee County and the Junction City chapter expanded to cover all of Geary County. In addition, National SAFE KIDS approved a KC Metro Coalition that covers Wyandotte County. Kansas now has five local coalitions and 25 local chapters, covering 70 percent of Kansas children age 0-14.

During the year the coalition hosted bimonthly conference calls for local chapters and coalitions and responded to 373 technical assistance requests from local health departments, schools, health care providers, and community groups on a wide variety of child safety issues.

Public Information and Education: The Kansas SAFE KIDS Coalition continued its public information campaign targeting specific times of the year with the distribution of 38 statewide press releases in 2004. In addition to newspaper publication of the releases, coalition staff responded to requests for 87 radio and television interviews from media on a wide range of pertinent injury prevention topics. In the last 10 years, 2,733 calls from the public with questions about child safety issues have been received via the toll-free line utilized by the coalition.

In 2004, the coalition debuted a new updated Web site at www.kansassafekids.org. The Web site received 16,926 hits during the year. The Venture Mobile Child Safety Seat Check-Up Van was on display at the Kansas State Fair for 10 days in September during which time it was one of the designated places for children to go for the scavenger hunt sponsored by the Kansas Department of Health and Environment. The coalition also became a partner in the Kansas Coordinated School Health Program.

Policy and Advocacy: A Policy Platform and Policy Priorities were adopted by the coalition for 2004. The coalition utilized the services of a volunteer legislative liaison who fielded daily phone calls from legislators and participated in legislative meetings and hearings on behalf of the coalition. The coalition worked with legislators to introduce updates to the Kansas Child Passenger Safety Law. The new law passed the Senate, but failed in the House. Legislative updates on safety legislation were sent to over 1,000 individuals and 26 organizations for distribution during the session.

The coalition co-sponsored Child Advocacy Day 2004 in Kansas on March 9 that provided more than 600 child advocates from all over the state the opportunity to gain new information about injury prevention policy issues in our state.

In 2004, Lawrence passed the first local bike helmet ordinance in Kansas. The ordinance requires children under the age of 14 to wear a bike helmet when riding a bike.

Coalition members served on the Kansas MCH 2010 advisory committee, which assisted the Kansas Department of Health and Environment in identifying priorities for a new MCH plan.